

PUBLIC APPRECIATION

Is the Illuminating Star to the Progress of This Retailing.

Our honest pride in this statement is that success in business never comes undeserved. The responsive efforts of to-day draw their power from an unequalled command of the markets of the world. Once step into **THE PEOPLE'S STORE** and competition fades like make-believe does by the side of truth.

Extra salespeople, extra bundlemen, and extra delivery teams have again been provided for Monday's business. Thousands of packages of new, fresh, and desirable stocks will yield a ready **BARGAIN PRICE** to any and every being that will call.

A May-Day Sale at August Prices



is the helpfulness of this mid-spring revelation and The Cohen Co. never feel pity for the slaughter of any merchandise; no matter how desirable, how good, or how much in demand. They prop mills, importers, merchants, and lay their wares at the threshold of economy—at the homes of their public.

If possible, please take small packages with you on Mondays.

THE FIRST MATTING BLIZZARD IN RICHMOND.

It came direct from Boston, the Japanese Importer, with trouble hanging over his head.

We also bought the entire stock of Matting of CAUDLE & ROANE from their trustees, at per letter.

Richmond, Va., May 2, 1896.

The Cohen Company, City.

Sirs—I accept your cash offer for our entire stock of Matting.

J. E. BLAND, Jr., Trustee for Caudle & Roane.

The Boston stock alone makes up many hundred packages, and includes crockery and art patterns.

Heavy Canton Seamless matting, weighing 50 pounds to the roll, Caudle & Roane's price 35c, our price 30c.

Heavy Contract Matting, slightly worn, Caudle & Roane's price 30c, our price 25c.

Heavy Contract Matting, choice pattern, weight 50 pounds to the roll, Caudle & Roane's price 30c, our price 25c.

Damask Reversible Matting, carpet pattern, Caudle & Roane's price 35c, our price 30c.

Linen-Warp Matting, close warp, Caudle & Roane's price 30c, our price 25c.

Heavy Warp Matting, through the Boston dealers, their price 30c, our price 25c.

Trunks.

A Heavy, Canvas-Covered, good look and clasp, iron-bound and bottom, sizes

28 30 32 34 36

38 40 42 44 46

48 50 52 54 56

58 60 62 64 66

68 70 72 74 76

78 80 82 84 86

88 90 92 94 96

98 100 102 104 106

108 110 112 114 116

118 120 122 124 126

128 130 132 134 136

138 140 142 144 146

148 150 152 154 156

158 160 162 164 166

168 170 172 174 176

178 180 182 184 186

188 190 192 194 196

198 200 202 204 206

208 210 212 214 216

218 220 222 224 226

228 230 232 234 236

238 240 242 244 246

248 250 252 254 256

258 260 262 264 266

268 270 272 274 276

278 280 282 284 286

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298 300 302 304 306

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40-inch Pure Mohair Figured Brilliantine, 50c. grade, for 35c.

40-inch All-Wool French Tarnish, 80c. grade, 50c. a yard.

All-Wool Fine French Batiste, cost 30c. to import, for 25c. a yard.

FROM 9 TO 10 O'CLOCK—

WIDE DOUBLE-FOLD CASHMERE, FINE TWILL, AND A SPLENDID WEARER, BEST 25-CENT VALUE, PERFECT CONDITION, for 15c. a yard. One Dress only to a customer.

FROM 3 TO 4 O'CLOCK—

DOUBLE-FOLD BLACK SURAH SERGE, A SPLENDID WEARER, IN PERFECT CONDITION, FOR 15 CENTS A YARD; a bargain at 25c. One Dress to a customer.

FROM 12 TO 12:30—

36-inch Double-Fold Pure Mohair Brilliantine, cost 30c. to import, for 25c. CENTS A YARD. ONE DRESS TO A CUSTOMER.

SILK-DAY AT COHEN'S.

Take the price you usually pay, cut it in half, and then take some of that, and you would come somewhere near our Silk story of to-day:

\$1.25 grade of Pure Silk Black Seeded Gros-Grain, for 75c. a yard.

\$1.50 grade of Pure Silk Black Seeded Gros-Grain, for 75c. a yard.

\$1.75 grade of Pure Silk Black Seeded Gros-Grain, for 75c. a yard.

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\$16.00 grade of Pure Silk Black Seeded Gros-Grain, for 75c. a yard.

100 pieces of Best-Design Dresden and

German Ribbons, for 12-1/2c. a yard.

150 pieces of Dresden Ribbons are 10c. a yard.

All-Silk (all colors) Satin Ribbons, 1-1/2 inches wide, for 2-1/2c. a yard.

Hundred more; can't list 'em to-day.

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